



SHREYASI GUPTA

Creative strategist

CONTACT

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📍 Civil Lines, Delhi

EDUCATION

Amity University
Masters in Business Management
2018 - 2020

JIMS IP University
Bachelor of Business Management
2015- 2018

SKILLS

- Management Skills
- Creativity writing
- Social Media marketing
- Client Handling
- Critical Thinking
- Leadership

LANGUAGE

English
Hindi

ABOUT ME

Dedicated and results-oriented professional with a proven track record in social media management, client service, and copywriting. With a keen eye for detail and a passion for engaging content creation, I excel in crafting compelling narratives that resonate with target audiences across various platforms.

EXPERIENCE

Monkey Minds
Creative strategy manager

2023- Currently working

- Proficient in devising and executing comprehensive social media strategies
- Recognized for skilled content creation across diverse platforms including social media, articles, websites, and brochures, crafting compelling narratives that resonate with audiences.
- Exceptional in client management, cultivating strong partnerships, and delivering tailored solutions to meet their specific needs and goals.
- Experienced in the managing and optimization of brand social media pages, ensuring cohesive branding and impactful online presence.
- Proficient in analyzing social media metrics and implementing data-driven strategies

Aim global

2022 - 2023

- Proficient in designing and implementing comprehensive social media strategies (paid and organic) to exceed marketing objectives.
- Renowned expertise as a copywriting specialist, crafting engaging content to captivate target audiences.
- Skilled in client management, adept at fostering strong relationships and delivering customized solutions.
- Proficient in the managing and optimization of brand social media pages to enhance online presence.

Maxlence consulting

2021- 2022

- Worked as a social media expert
- Worked as a copywriting expert
- Managed clients
- Managed the brand's social media pages
- Led an Ad campaign for 2 brands over a 9 month period in driving result-oriented growth.
- Managing Google ads campaigns for international clients for over 3 months.

INTERNSHIPS

Sharekhan

Finance Internship

- Interned at Sharekhan, where I gained hands-on knowledge about equity markets, debts, mutual funds, and options trading, including call and put options.
- Received comprehensive training on market trends, Nifty index, and various investment strategies during the internship, fostering a deep understanding of financial markets.

Peral Honda Delhi

Marketing Internship

- Conducted customer satisfaction surveys during a marketing internship at Pearl Honda, gathering feedback from car service clients to assess satisfaction levels.
- Analyzed survey responses to identify areas of dissatisfaction and recommend improvements to enhance service quality and customer experience.